

WORKFLOW DRIVEN RULES-BASED GENERATION OF PERSONALIZABLE WEB PAGES

ABSTRACT OF THE DISCLOSURE

5 A dynamic wireframe extension to the ACS Presentation Layer is provided that makes
development of personalizable web pages in general, and "portal" pages in particular, easier
and more efficient by reducing the amount of specialized code written for a specific
personalizable web page. Additionally, a specification for Portal Objects is provided, such
that (a) a Portal Object's design, implementation, and execution are generally integrated within
10 a larger business application that the Portal Object represents, and (b) Portal Objects are
arranged by users into various layouts for dynamic wireframes. Further, rules may be set up
so that various features of the web page resulting from a dynamic wireframe, including but not
limited to the selection of a style, the selection of a layout version, and the selection of a
configuration for each of the Portal Objects contained within the selected layout, are
conditionally determined based upon various properties and attributes of the user's request, the
15 user's profile, and the user's environment.